



**Asia-Pacific
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Collaboration and Communication: Essential Ingredients for Effective Food Safety Management

Submitted by: Mars, Inc.



APEC
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**Towards a Future of Prevention and Partnership:
Roundtable on Effective Industry / Regulator
Cooperation
Cebu, Philippines
24-25 August 2015**

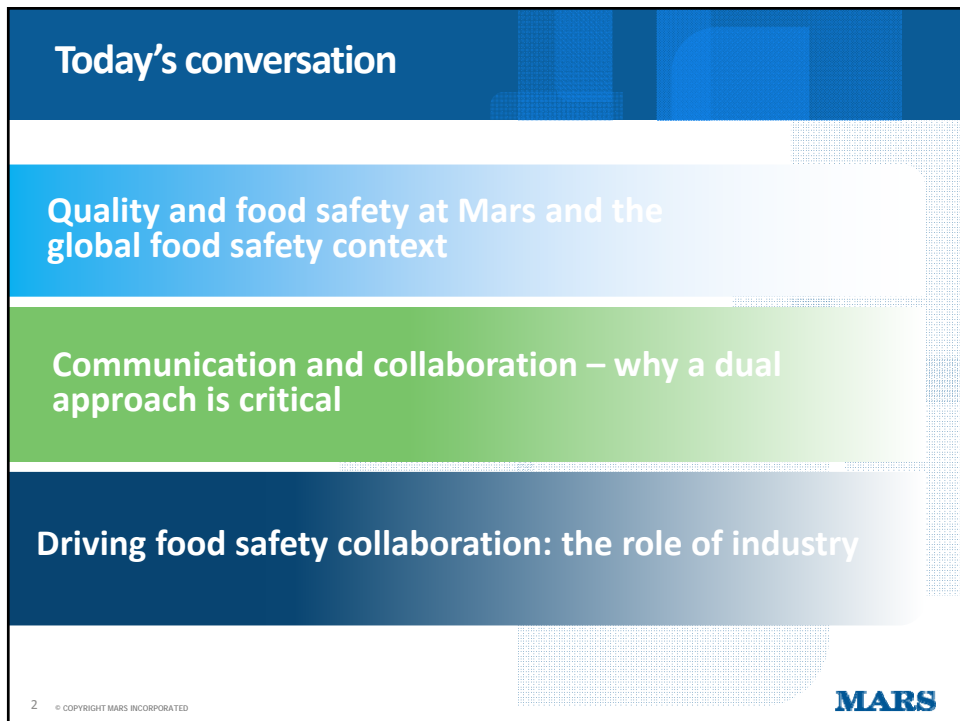
A man in a dark suit and white shirt is holding a green, textured globe of the Earth. The background is a blue gradient with a grid pattern.

MARS
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**Collaboration and Communication:
Essential Ingredients for Effective
Food Safety Management**

PRESENTED BY:
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A slide with a blue header and three colored sections (light blue, green, dark blue) containing text. The background has a grid pattern.

Today's conversation

- Quality and food safety at Mars and the global food safety context
- Communication and collaboration – why a dual approach is critical
- Driving food safety collaboration: the role of industry

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Quality and food safety at Mars and the global food safety context

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A diverse, global business

Mars' objective is to manufacture and distribute food products a manner that promotes mutual benefits among all our stakeholders.

– Forrest E. Mars, Sr. 1947

- More than \$33 billion in sales
- Operating in more than 74 countries
- More than 75,000 Associates



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...with brands consumers love

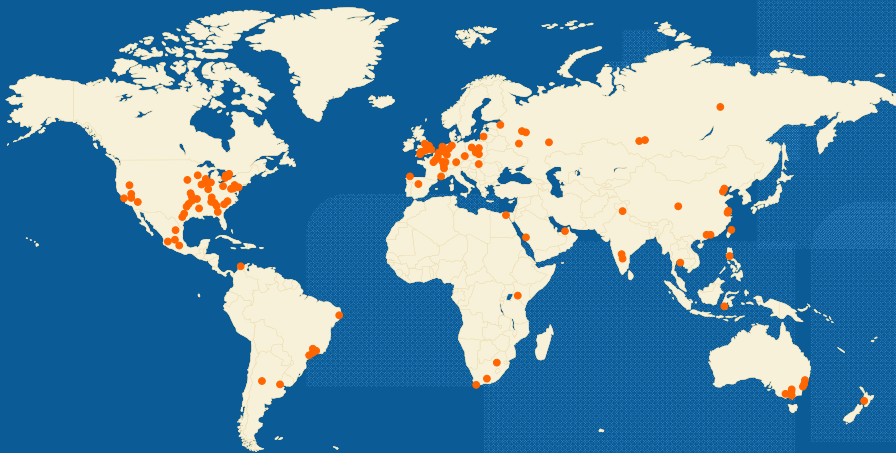
11 Billion-Dollar Brands



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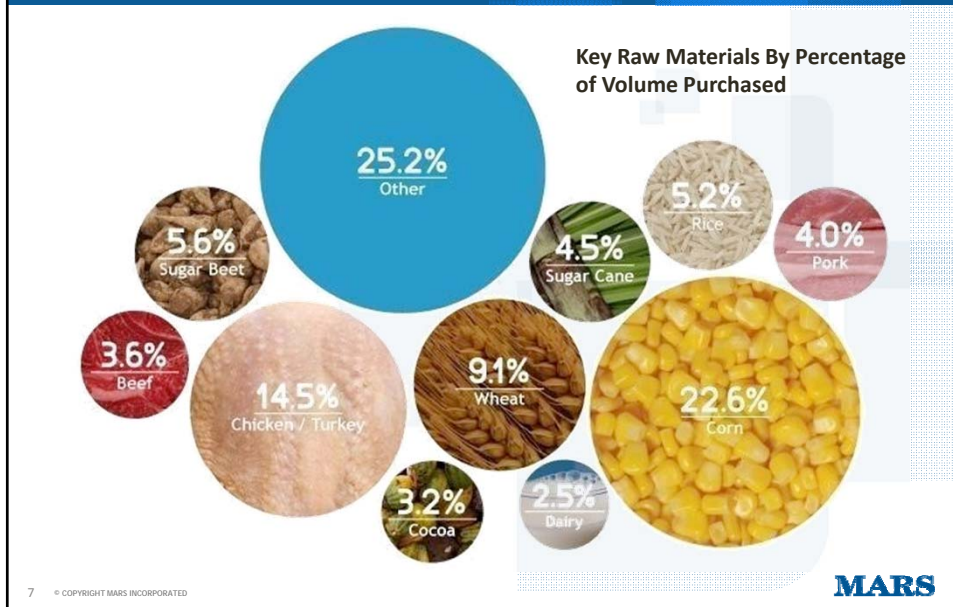
...and a worldwide presence in a global food supply chain



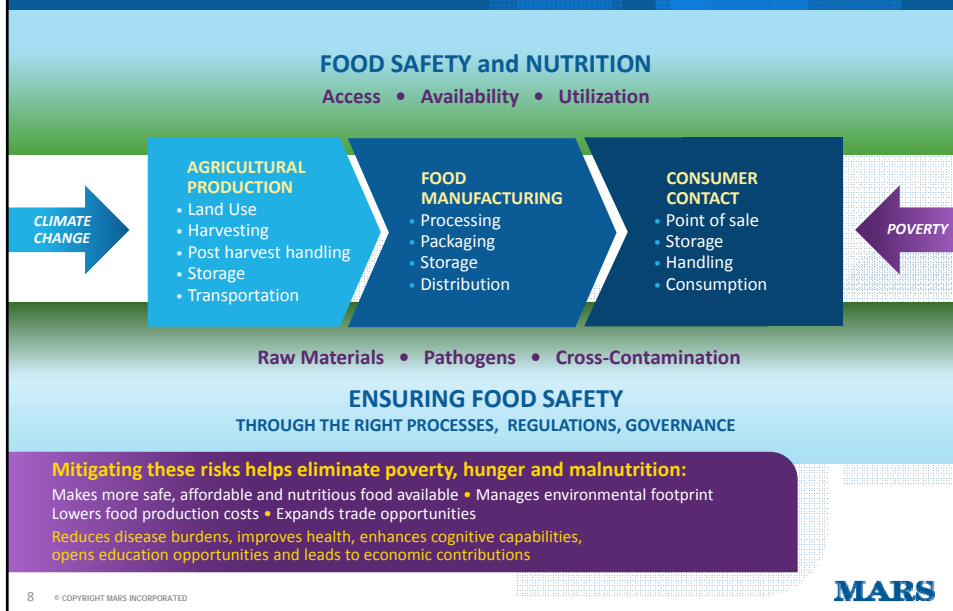
● SITE LOCATIONS

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Our global agricultural footprint is significant – 6.8 million tonnes of raw materials consumed in 2013



The challenges we're facing Risks that impact safety, security and nutrition about throughout the food supply chain



Communication and collaboration – why a dual approach is critical

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The food safety domino effect

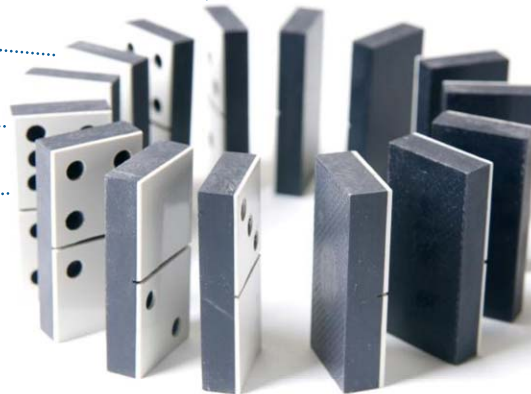
Starts by addressing Food Safety with 1 supplier

- Establishing a relationship with a customer through clear specification and audit

Impacts a supply chain

Impacts an industry

Impacts society



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A problem for one company in one region can be a problem for the industry globally... and society



11

Consistent, rigorous communication and collaboration is vital

Communication...

- Should be rigorous, consistent
- Can drive a strong quality culture, and greater visibility to global challenges and solutions

Collaboration...

- Drives alignment
- Enables new and improved solutions and standards through exploration and knowledge share

To be truly effective, rigorous communication and collaboration must operate in tandem

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Driving food safety collaboration: the role of industry

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The role of industry in creating an environment of food safety collaboration

Everyday, Globally, Food businesses...

- Consume millions of tonnes of raw materials
- Generate vast amounts of data
- Generate millions of man hours of experience
- Operate a global network of suppliers and customers

Safe food is one of the critical pillars of food security and one that we can significantly contribute to

No single entity can resolve the challenge of safe food but each stakeholder has a role to play in the solution

There is an opportunity for industry and regulators to share best practice to optimize the effectiveness of food safety efforts

An integrated, multi-dimensional approach across the entire product pipeline is required to ensure comprehensive coverage

Enabling a collaboration culture: The Mars Global Food Safety Center



Increasing food safety knowledge through expertise, collaboration and communication

Mars is investing in a Global Food Safety Center, in China, to expand global knowledge in critical areas of food safety management:

- **Knowledge capture**
 - Horizon scanning to identify potential food safety threats
- **Knowledge generation**
 - Researching new and existing food safety threats
 - Developing new methods
- **Knowledge sharing**
 - Building capability through food safety education and training.

The Center will house dedicated facilities for:

- Horizon scanning
- Microbiology Research and Training
- Analytical Research and Training
- Food Safety Training
- Food Safety Communication and collaboration

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In Summary

- **There are a number of challenges to overcome throughout the global food supply chain** and there is a clear need to work together to tackle these.
- **Food safety issues can have a domino effect.** A problem for one company in one region can be a problem for the industry globally....and society.
- **Communication and collaboration** are key to solving global food safety challenges and **must be delivered together** to be truly effective.
- Creating an **environment for collaboration is pivotal** to expanding global knowledge in critical areas of food safety management. **Industry is well-placed** to help enable this.

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Thank You

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